



March 23, 2004

Dear Tourism Partners:

On behalf of the Franklin County Board of Supervisors and the Franklin County Department of Commerce & Leisure Services, thank you for your interest in partnering with the County to expand tourism in Franklin County. We hope that you find this application straight forward and relatively simple to complete.

Franklin County operates a micro-grant program to support tourism efforts in the County. Funding for this program is generated by the bed tax applied in motels, hotels, and bed & breakfasts in the County of Franklin. The Town of Rocky Mount administers a bed tax for lodging entities in the town's boundaries. The County operates this micro-grant program to increase tourism in our community thus creating new jobs, attracting new tourists, spawning new investments in the hospitality industry, and improving the quality of life for Franklin County residents. We recognize that the County cannot, and should not, be the only provider of tourism events for our community. Rather, we should instead help other organizations create events and marketing campaigns that can leverage our community's limited resources. Tourism in Virginia is big business and it is time we expanded Franklin County's presence in this fiercely competitive marketplace.

The key to building tourism in Franklin County is leverage. We must leverage our limited dollars to support interesting, dynamic, and creative special events/marketing campaigns that set our County apart from our competitors throughout the mid-Atlantic region. Tourism micro-grants exist to support events/activities that A) encourage tourists from outside our region to enjoy our community and make use of our hospitality industry, and B) provide an opportunity to expand the awareness and visibility of our community throughout the region.

This grant fund is risk-capital. The County acknowledges that there is risk with each tourism activity and the County is prepared to invest public resources in events/activities that have the most potential for direct local economic impact and raising our regional awareness as a tourism destination.

There are some significant changes in this year's grant program. Please note these when completing your applications:

- If you received grant support in the past, please complete a one page summary of the event and the outcomes. Any media articles or ads that ran in conjunction with your event or activity should be attached. There is no form to fill out so please use your own words and describe to us what happened, what went well, what can be improved upon, and opportunities for future growth.
- **The County will provide 75% of the grant on July 1, 2004 and the remaining 25% upon receipt of the eligible invoices and event summary AFTER the event/activity.** The summary and eligible invoices must be received within 30 days of the conclusion of the event/activity.
- You are now required to survey the broader region to determine what other events or activities are occurring during your proposed event. This will force all of us to look out into the broader market to determine what niches are present. Duplication of other area events may hurt your competitiveness.
- Please identify partnering organizations. This will be critical for grant approvals as we want to see how events and groups support one another in the community. It takes a village to pull off great events.
- Grant requests will be scored and reviewed by a team made up of professors and researchers in the tourism field from area universities. These outsider evaluators will score the grant requests using the following criteria:
  - Leveraging – How would County funds help secure more event support?
  - Regional Marketing – How far does your reach stretch for attracting tourists?
  - Realistic Requests – There are limited funds available; be sensitive to this in your requests. While we will not throw out requests for \$25,000, be assured that this isn't the type of process where it benefits groups to request more hoping that will increase their share. The evaluation team is charged with making targeted investments with clear deliverables – not splitting the pie as many ways as possible. This is the business model that we will strictly adhere to throughout the process. We have limited dollars – where will they do the most good?
  - Economic Impact – How many new dollars will you bring into the County? Quantifiable data demanded.
  - Partnering – the number and depth of community supporters and partners your event/activity bring to the table
  - Financial Need – Where County funds can make the most difference between a successful event and no event whatsoever. If you are a small start up don't hesitate to apply– think of this as venture capital for tourism and events.
  - Growth Markets – Does your event have the potential to grow within any of the emerging tourism niches? Think about what makes your event/activity unique or special so that people would want to travel from over 100 miles away to participate in it. Survey tourism literature and market research –what areas are growing and how can we bring them to Franklin County?
  - Freshness Matters – this fund is not meant to support annual events, but it will support new and growing events. Again, this is risk capital not a subsidy. If you are proposing support for an existing event, count of needing to bring something new to the event in order to be competitive.
  - Overall Professionalism and Presentation – Demonstrate that your group is truly prepared to make this event/activity happen as proposed in the application. Detail in planning makes all the difference in the world – show us that you have thought the event through.
  - Marketing – While grant funds are not limited to supporting marketing efforts, it is our intent that County funds be primarily used in this manner. Have a detailed marketing plan prepared and show where you will apply County funds. Remember, earned media and paid media have the same effect – show us the strategy your group will employ to secure both. Keep the overall program goal in mind – we invest in you to help enhance Franklin County's visibility AND bring

new tourists to our community -clearly advertising and marketing is a, if not the, major component of this goal.

- General Fit – How does your event/activity fit within the County’s overall direction for lifestyle marketing? How does your event tie into our “Natural Setting for Opportunity” strategy?
- All requests are due by April 20, 2004 at the 40 E. Court St, ATTN: Scott D. Martin. The grant forms and instructions are also available online at [www.franklincountyva.org](http://www.franklincountyva.org).
- The review panel will submit their recommendations to staff by the middle of May. Staff will present a summary of the recommendations to the Board of Supervisors for their consideration/action in June.

Ultimately you will have to sell the grant evaluation team on your ability to deliver a unique event that will attract tourists by the droves and drive new regional media exposure. The evaluators are some of the top professionals in the tourism field. The County brought this unbiased team to the process to provide us with the objectivity necessary to make sure we successfully target limited funds into areas projected to have the best performance on a regional scale. Fair warning - this evaluation process is going to be rigid and tough so make sure your grant request (s) are realistic AND focused on deliverables.

Staff wants this request process to be as simple as possible, but not simpler. Use your own language to describe the event/activity and clearly delineate the outcomes your event will deliver. We recommend that you use the grant writing as a chance to war game your event. Your event/activity team will be required to report back to staff after the event with an event summary letting us know how things went and how you did on meeting the deliverables as committed to in this grant request.

This is an open conversation up until the grant requests are submitted so please feel free to call me and discuss your ideas. I am here to help you formulate the best grant request possible as strong grant requests will help develop strong events and activities. Should you have any questions, comments, or thoughts, please do not hesitate to let me know – 540-483-6606, [smartin@franklincountyva.org](mailto:smartin@franklincountyva.org).

With Warm Regards,

Scott D. Martin, Director  
Franklin County Department of Commerce & Leisure Services



County of Franklin  
Department of Commerce and Leisure Services  
40 East Court St  
Rocky Mount, VA 24151  
540-483-6606  
[www.VisitFranklinCountyVA.com](http://www.VisitFranklinCountyVA.com)

#### Program Overview

**IN ACCORDANCE WITH THE PROCEDURAL RULES, ALL PROJECTS RECEIVING FUNDING FROM THE COOPERATIVE TOURISM PROMOTION FUND ARE NOW REQUIRED TO VISUALLY/AUDIBLY DISPLAY THE BRAND IDENTITY – IN APPROVED ADVERTISING. REQUIRED ARTWORK OF THE LOGO IS ATTACHED FOR VISUAL ADS, BROCHURES, ETC. RADIO/AUDIO ADS ARE REQUIRED TO CARRY “FRANKLIN COUNTY A NATURAL SETTING FOR OPPORTUNITY”, AS AN AUDIO TAG.**

- Applications will be submitted to the Department of Commerce & Leisure Services for review NO LATER than April 20.
- The beginning project date will be no earlier than July 1 each fiscal year. No costs incurred before the date of approval will be paid and the period of service of all invoices must fall within the beginning and ending project dates specified on the project application. Your project must be completed and billed prior to June 30 each fiscal year. **The County will provide 75% of the grant on July 1, 2004 and the remaining 25% after receiving the necessary invoices and event summary AFTER the event unless otherwise authorized and agreed upon by County staff and the grantee.**
- Awards under this program shall include, but not be limited to events, fairs and festivals and grants promoting the tourism industry in Franklin County. Only Franklin County-based businesses or organizations may receive grant funds. The grant funds can only support events hosted in Franklin County.
- All grants must be typed on the application form provided or an EXACT computer duplicate.
- The project description must include a complete description of the project and a complete media breakout, including cost, type of media and location, ad sizes, number of commercials planned, anticipated dates, etc.
- The applicant shall disclose in the application any financial benefit that will be received, if the application is approved, by any entity in which the applicant organization, its representatives or its employees have an ownership interest.

- Approved grant recipients shall provide the Department of Commerce & Leisure Services final written examples of the advertising program supported by the grant. (See Attached Example)
- Any changes to the approved grant must be submitted to the Department in writing and receive the County's written approval before changes can be made. Any request for modification must be in accordance with the "Grant Modification Request" provided with the grant application.
- Supporting documentation that may include, but not be limited to, media invoices (i.e., radio, television or publication invoices), appropriate tear sheets, and vendor/supplier invoices (i.e., creative, printing, production, advertising agency fees). Advertising agencies and other recaps of media and creative invoices must be accompanied by supporting documentation.



PLEASE READ THE ENCLOSED DIRECT ADVERTISING GRANT PROCEDURAL RULES  
CAREFULLY.

Questions can be directed to Scott Martin.

BRAND IDENTITY  
New Logo Users Guide

In accordance with the Procedural Rule all projects receiving funding from the Franklin County Tourism Fund are now required to visually/audibly display the brand identity – Franklin County a Natural Setting for Opportunity.

A Logo Users Guide is now available to instruct you on proper usage of the Brand Identity.

You can find this on our web site at [www.VisitFranklinCountyVA.com](http://www.VisitFranklinCountyVA.com)

The County of Franklin also reserves the right to require brand identification of any advertising approved as part of the application and/or require that the applicant display appropriately the [www.VisitFranklinCountyVA.com](http://www.VisitFranklinCountyVA.com) web address.



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**40 East Court St**  
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#### Project Description

No more than a total of three (3) 8 ½" x 11" typed pages can be submitted with this application (12 pt font).

Project Description: NAME OF EVENT OR ACTIVITY

- 1) COMPLETE DESCRIPTION - including a narrative describing the project and use of media along with a statement affirming use of the Brand Identity in all advertising and print materials included in this grant. Include the Event/Activity Schedule from the beginning of the fiscal year (July 1).
- 2) MEDIA BREAKOUT – including cost, type of media and location, ad sizes, number of commercials planned, anticipated dates, number of brochures, etc. See attached example.
- 3) PAST PERFORMANCE – If this event/activity has received support in the past, you must include outcomes from previous years. Your summary page WILL NOT count against the three page grant description limit noted above.
- 4) PARTNERS – Please identify partners within the community that are supporting this event. Please describe the type of support. Tell us why the community is behind your event.
- 5) OTHER FUNDING SOURCES – Please describe other sources of financial support for this program/activity. This includes but is not limited to: tax support, membership fees, gate receipts, concession revenue, etc.
- 6) OTHER AREA EVENTS – What other tourism related events activities will be occurring within a sixty miles radius of your event during your event's proposed dates? What other events similar to yours occur within a thirty mile radius anytime during the year and what sets your event apart as different or unique?
- 7) ATTRACTIVENESS – What makes your proposed event unique or special for the area which will help attract tourists and further recognition of Franklin County as a great tourism destination?



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#### Media Breakout

The Media Breakout Example is included in this file for your review only. You must use an appropriate Media Breakout Form so you have your own blank form to fill in.

#### \$2,500 MEDIA BREAKOUT EXAMPLE:

##### ADVERTISING – PRINT MEDIA (Newspaper, Magazine)

Name of Publication	Designated Market Area (DMA)	Issue Dates	Size of Ad	Circulation	Cost	Est. Cost Per Inquiry	Target Audience/Message
Charlotte Observer	Charlotte, NC	2/1/00, 1/8/00	1/6 Pg 1/4 Pg	350,000	\$750	100 inq. \$7.50	Dated Event
Family Circle	NE region	1/00	1/6 Pg	5M	\$1,500	3000 inq. \$.50	Dated Event

Total Newspaper Ads: \$ 750

Total Magazine Ads: \$1,500

**TOTAL PRINT MEDIA: \$2,250**

##### ADVERTISING – BROADCAST MEDIA (Radio, Television)

Station Name	Designated Market Area (DMA)	Schedule	Number and Size of Spots	Cost	Est. Cost Per Inquiry	Target Audience/Message
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WJYP-Radio	Charleston, WV	w/o 2/2/00,	25 x 60 sec.	\$500	100 inq.	Dated
		w/o 2/9/00	15 x 60 sec.		\$5.00	Event
WTAK-TV	Richmond, VA	w/o 2/2/00,	12 x 30 sed.	\$750	125 inq.	Dated
		w/o 2/9/00	10 x 30 sec.		\$6.00	Event

Total Radio: \$500

Total TV: \$750

TOTAL BROADCAST MEDIA: \$1,250

#### COLLATERAL MATERIAL (Printing of brochures, etc.)

MATERIAL DESCRIPTION	Date of Publication	Target Audience/DMA	Specifications- List Quantity, Page Size Number of Pages and Color/B&W	Distribution Outlets	Printing Cost	Anticipated Ad Revenue (if selling ads)
Festival/Event Brochure	1/15/00	Family, WV, VA, TN	15,000, 5-1/2 x 8-1/2", 16 pages, 2-color	CVB's, State Welcome Centers, Inquiries	\$600	-0-

Total Collateral Materials: \$600

#### BILLBOARDS:

Name of Supplier	Dates	Location	Size	Est. Traffic Count per Month	Space Cost	Target Audience/Message Dated Event
LaMar	1/15/00-2/15/00	Main Street – Buckhannon	12' x 24'	6,500	\$300	

TOTAL BILLBOARDS: \$300

#### PRODUCTION, DESIGN/OTHER:

Source of Expense	Radio	Television	Print	Billboard	Collateral (includes direct mail pieces, brochures, etc.)	Postage/Mailing	Distribution
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Ad Agency Fees	\$50		4200	\$75		\$50	
Supplier/Vendor				\$100			
Mailing Costs:				\$100			
Postage							
Distribution:				\$25			
MCCVB							

Total Production: \$425

Total Other: \$125

TOTAL PRODUCTION/OTHER: \$550

TOTAL ADVERTISING PROGRAM: \$5,000

APPLICANT' MATCHING FUNDS: \$2,500

TOTAL STATE FUNDS REQUESTED: \$2,500



# Franklin County

*A Natural Setting for Opportunity*

County of Franklin

Department of Commerce and Leisure Services

40 East Court St

Rocky Mount, VA 24151

540-483-6606

[www.VisitFranklinCountyVA.com](http://www.VisitFranklinCountyVA.com)

## Disclosure

The applicant shall disclose in the application any financial benefit that will be received, if the application is approved, by any entity in which the applicant organization, its representatives or its employees have an ownership interest.

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Will I the applicant organization receive a “direct financial benefit” \* if this grant is awarded? Yes No

If yes, please describe the benefit to be received\*\*:

- Will an employee or representative of the applicant organization receive a “direct financial benefit” \* if this grant is awarded:  
Yes No

If yes, please identify the employee or representative receiving the benefit and describe the benefit to be received. \*\*:

- Are there other vested interests employees or representatives of the applicant organization may have in the project?  
Yes No

If yes, please identify the individual and describe the vested interest he or she may have:

\*“Direct financial benefit” means that a portion of the total project cost will be received by the applicant, its representative or employee or by an entity in which the applicant organization, representative or employee has an ownership interest.

\*\*Failure to disclose this information shall result in the cancellation of any grant to the applicant organization previously approved by the Franklin Co. Board of Supervisors and the disqualification of the applicant organization and its representatives from future grant awards.



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Project Budget

Project Planned Expenditures: (Provide budget detail in project narrative “total project description”)

1. Print Media
  - A. Newspaper.....
  - B. Magazine.....
  - C. Other.....
2. Broadcast Media
  - A. Television.....
  - B. Radio.....
3. Printing Costs.....
4. Billboards.....
5. Production Costs
  - A. Ad Agency Fees.....
  - B. Supplier/Vendor Cost.....
  - C. Other .....
6. Other.....

Explain:

Grand Total Project cost. (Must equal source and amount dedicated to project).....

Project Local Source of Funds: List local source and amount dedicated to project)

(Attach a list of all partners including amount contributed to this project and a contact name and phone number of each Organization)

1. Source: .....\$
2. Source: .....
3. Source: .....
4. Source: .....
5. Source: .....
6. Source: .....



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## Certification

"I hereby certify that the information supplied in this application is true and correct and that I have read and understand the Procedural Rules that govern this grant program. I further understand that if the grant is awarded, any changes to the grant must be submitted to the Department of Commerce & Leisure Services in writing and receive the County's prior written approval before changes can be made; and that any request for modification must be in accordance with the "Grant Modification Request" provided with the grant application. I/We acknowledge that any variance to the rules and procedures governing the Franklin County Tourism Grant Program may result in non-reimbursement of any or all expenditures connected with the grant."

SIGNATURE \_\_\_\_\_

Applicant

Title \_\_\_\_\_ Date \_\_\_\_\_

Organization \_\_\_\_\_

The Franklin County Department of Commerce & Leisure Services agrees to reimburse, based on compliance with all procedural rules set forth in this program.

Approval Date \_\_\_\_\_

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EXAMPLE  
YOUR LETTERHEAD  
GRANT MODIFICATION REQUEST  
(Date)

County of Franklin  
Department of Commerce & Leisure Services  
40 E. Court St  
Rocky Mount, VA 24151

Dear Sir:

We are requesting modification to our Tourism Grant # \_\_\_\_\_ # \_\_\_\_\_, (Name of organization) \_\_\_\_\_, (Project Name) \_\_\_\_\_.

Approved on (date grant approved) in the amount of \$ \_\_\_\_\_

For the period of (beginning project date) to (ending project date).

We propose the following changes/additions:

- \_\_\_\_\_ (Be sure to list previous budget items compared to proposed changes.)

\_\_\_\_\_(All additions should include dollar amounts.)

**IMPORTANT NOTICE:**

Any changes to the grant must be submitted to the Department of Commerce & Leisure Services in writing and receive the County's prior written approval before changes can be made. Any request for modification must be in accordance with the "Grant Modification Request" provided with the grant application.

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EXAMPLE  
YOUR LETTERHEAD  
REIMBURSEMENT REQUEST

(Date)

County of Franklin

Department of Commerce & Leisure Services

40 E. Court St.

Rocky Mount, VA 24151

Dear Sir:

We have completed the activity/event relative to Tourism Grant # \_\_\_\_\_

As described in our grant application and approved on (date grant approved) in the amount of

\$ \_\_\_\_\_ for the period of (beginning project date) to (ending project date).

We hereby request payment in the amount of \$ \_\_\_\_\_ from the Franklin County Department of Commerce & Leisure Services for the remainder of the grant fund due per the award. The event summary sheet, copies of articles and advertisements, and eligible invoices are attached for your review.

Sincerely,

(Your Name)